

NKBA Conference at K/BIS 2009

paramount on everyone's mind in this turbulent economy: who's still buying, how to motivate them, and what they're looking for today in kitchen and bath products and services. Based on a groundbreaking and ongoing study among self-described home improvement junkies, and shaped by their own extensive experience designing and installing kitchens and baths, Richard and Carole will share insights and game-changing strategies for growing your business—in good times and bad.

Design & Inspiration Session

Sponsored by: HGTV



Sunday, May 3 • 10:30 am – 11:30 am

John Gidding

Designing to Sell on a Budget: What Designs Homeowners are Looking for in Order to Sell in a Challenging Real Estate Market

Sydney Marcus Auditorium

A designer on the hit HGTV program *Designed to Sell*, John Gidding has worked in architecture and design firms around the world. His television career started as an offshoot of modeling, which he started as a way to pay his way through Harvard Graduate School of Design. He was cast to be a host/designer on NBC Family's *Knock First*, a design show for teens. Keeping one foot firmly in architecture, he's thrilled to bring his breadth of experience to Atlanta to join the *Designed to Sell* family.

NKBA Segment Events

Each segment event provides 0.2 CEUs

Distributors Event



Friday, May 1 • 12:00 pm – 1:45 pm

Harry Gianetti

UMRP and the Internet: The Challenges Faced by Today's Manufacturers, Distributors, and Dealers
RM: B308

In a technologically advanced market, consumers have become swifter in product research, knowledge, and purchasing. Manufacturers, distributors, and dealers must work together and adopt new sales methods to accommodate their well-informed clients. The Internet advantage can no longer be ignored. How can a manufacturer protect its brand value? Can a dealer justify the cost of maintaining a showroom? How can a distributor help ensure the dealer sufficient profits to do this? When competing for Internet sales require little or no investment, creative solutions are a necessity.

Harry Gianetti has served as VP of Sales for Thermador, VP of Sales and Marketing for BSH Home Appliances, Senior VP of Sales and Marketing for Mills Pride, and VP of North American Sales for Elica. Through his range of experience, Gianetti provides an interesting perspective on both the problems and the solutions to current marketing conflicts.

Builders/Remodelers Event

Platinum Sponsors: 20-20 Technologies, Inc. and Westye Group SE;
Silver Sponsors: MultiStone USA, Moda Floors & Interiors, and Cucine Lube of Atlanta



Saturday, May 2 • 8:30 am – 10:15 am

Steve Ford

Write the Vision Script for Your Life with Character
RM: A402-A403

Steve Ford, actor and son of former President Gerald R. Ford, entertains and educates. He will discuss survival during tough economic conditions while maintaining character and ethics in business.

Ford has negotiated a bumpy road from the White House to a successful 20-year career as an actor in Hollywood. His roles span more than 30 major motion pictures, host of the NBC TV series "Secret Service," and six years on the Emmy Award-winning daytime soap-opera, "The Young and the Restless."

Steve conveys personal experiences ranging from his mother's alcoholism and breast cancer to his own successful battle over alcoholism. The Nixon Pardon, stories of his ten Secret Service agents, and life on the set of Hollywood movies are the backdrop to his message where the focus remains clear: character, integrity, and the strong family bond that lead to the Ford family's success.



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Floors
&
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To Jill,
Best wishes & thanks
for your help.
Steve Ford